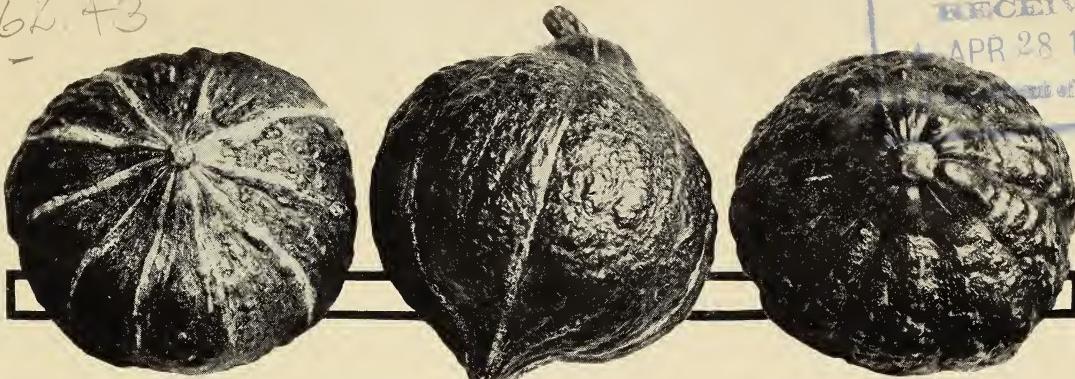


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The Kitchenette Hubbard

Wholesale catalog of
Market Grower's Specialties
for
1924

"Good Seed Pays"



D. N. Shoemaker
Jan. 15, 1925

Ready for 1924

Some of your best customers have gardens of their own—well cared for too—but year after year you sell them their first early vegetables. Tomatoes, sweet corn and what not at top prices.

You smile. It is easy to think of a dozen reasons why these home gardeners are days, sometimes weeks behind you.

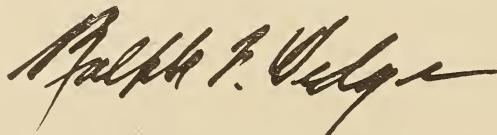
Of course they don't understand the science of producing vegetables abnormally early. But, even tho they did, your choice of varieties and strains would be ten years ahead of theirs, more or less.

Take the Bantam sweet corn for example. You were coining money from it years before the average home gardener found it offered in his favorite "seed case."

It is that way with most every new introduction. As a matter of fact the successful seedhouses putting out "cases" do not attempt to educate the public. They leave this work of introducing new varieties to you as a market grower. By the time the public has learned to know the special varieties which enable you to win out on the market, you have already discarded them for something newer and better.

Here are a few 1924 specialties that will keep you a decade ahead of your customers and likely almost as far ahead of your competitor.

Cordially,

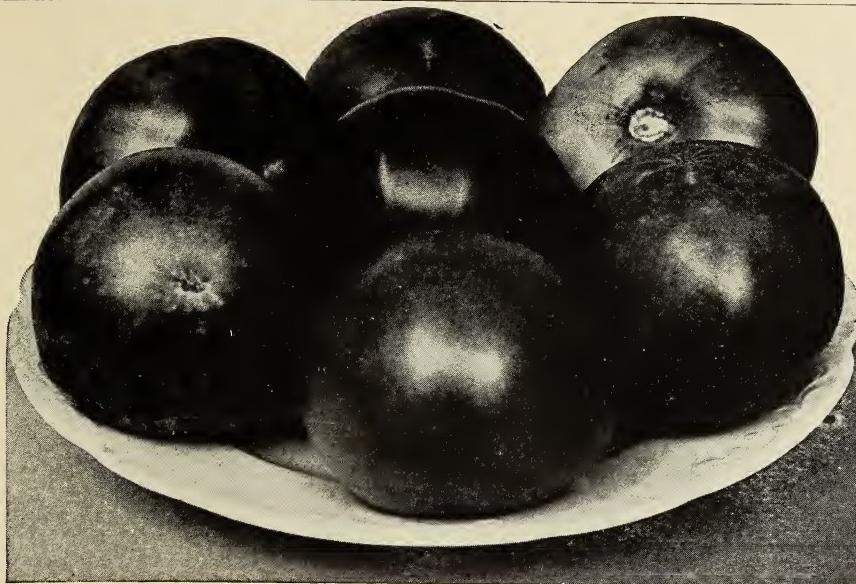
A handwritten signature in dark ink, appearing to read "Ralph F. Oedger".

HAVE YOU A FRIEND to whom you would like to have me send a copy of "Market Gardener's List"?

Name	Postoffice	State

NOW WHILE YOU'RE AT IT take time to write me a letter to send along with your order. I'll be mighty glad to hear from you. Maybe you have some questions—come on with them, I'll do my best to answer them. Don't be particular about the paper or writing. I won't notice that. What I want is a letter.

EXTRA ORDER SHEETS AND ENVELOPES FURNISHED ON REQUEST



North Dakota Earliana

Extreme earliness is only one feature of the North Dakota. To market growers its smoothness and comparative freedom from cracking sets it entirely apart from other Earlianas. The crown setting particularly is beautiful and almost free from misshapen or cracked fruit.

Because the crown settings run upward of a dozen tomatoes, you are assured of a good crop of No. 1 tomatoes.

Healthy foliage is another characteristic of the North Dakota. The vigorous plants may readily be spotted in a field of other Earlianas. Since foliage troubles have become so prevalent this is a very important point of superiority.

Prof. W. T. Yeager, head of the Gardening Department, North Dakota, describes the tomato as averaging about four ounces in weight, but at other points farther south, we find that it develops into a larger fruit. In the Southwest they will make three inches in diameter as a general average.

It seems natural that North Dakota, the state where frosts have been known most every month in the year, should give us the last thing in early tomatoes.

The work of developing this wonderful strain of Earliana was conducted by the Agricultural College with the that of providing Dakota home gardeners with a tomato which could be depended upon to ripen a crop of fruit. Not only were they completely successful in securing this, but we now find that the strain which they developed is almost without rival in the United States as a market growers' extreme early.

Even were the North Dakota not superior in other respects, it would be worth many times the purchase price simply because it leads all other strains in earliness.

Under some conditions, California for example, it is freakishly early. One grower at Merced, a great center of tomato production, reports that seed of the North Dakota sown while he was transplanting his regular early sorts, matured fruit at about the same time. While it is not likely that you will find such a great difference as this, yet I think I am safe in assuring you that it will ripen a more profitable crop

of extra early tomatoes than any variety or strain now being offered.

With the large market growers every day counts in the production of early tomatoes. Only a day or two tells the difference between a big profit, or no profit at all and perhaps a loss. Because I believe the North Dakota to be particularly adapted to the needs of these larger growers I am offering the seed only in quantities of one ounce or more and selling it under a money-back, if not satisfied, guarantee.

Special Conditional Sale of North Dakota Earliana Seed

It is hereby mutually agreed between the Wedge Seeds and purchaser of any seed of the North Dakota Earliana that if at the end of the season the purchaser is not in every way satisfied with the results secured from this tomato—The Entire Purchase Price Will Be Refunded Immediately Upon Request, made on or before November 1, 1924.

1 oz. \$5.00; 2 oz. \$9.50; 4 oz. \$18.00

IT WILL MAKE YOU GLAD TOO!

November 20, 1923.

Gentlemen:

Last season I put your North Dakota tomato on test and she made a showing. Her neighbors in the test were: _____, Penn State, and _____.

In past seasons was so far ahead of competitors no weights were made, but this past season it started in to be a close fight, so weights were carefully made for a whole season to get at the exact truth with no guesswork for one season, _____ suffered most from our severe drought so finished last in the race, but it did not take long for North Dakota to stand head and shoulders above other strains. If North Dakota will "carry-on" she is the one I have been searching for, and so far she has made me glad! I want more seed, so please send prices. What else have you got that's good out there?

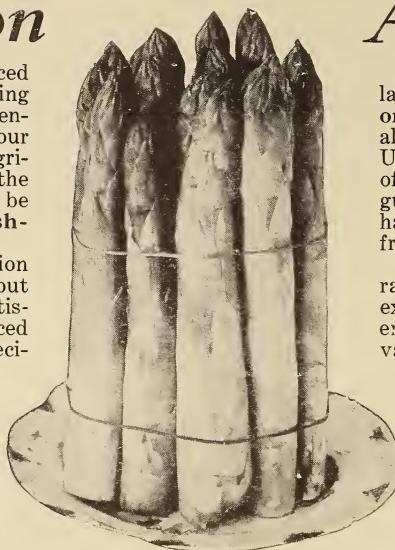
Very truly yours,
Northeast, Penn. D. C. P.

Washington

For the first time since I commenced handling asparagus I have something which I can boast with genuine enthusiasm. It's a product of our United States Department of Agriculture, something of which the Bureau of Plant Industry can well be proud. They have named it Washington Asparagus.

Back in 1906 the work of selection was begun at Concord, Mass., but no plants, which were entirely satisfactory to the Bureau, were produced until finally in 1910 one single specimen was found which formed the foundation for the splendid new variety.

Their principal difficulty was to keep the strain rust resistant, and in order to make sure that this was done the work was carried down to South Carolina in districts which are badly infested with rust.



Asparagus

Not only is the Washington of large size, rapid growth and extraordinary tenderness, but best of all it is uniformly rust-resistant. Unless you have had the misfortune of having a promising bed of asparagus completely wiped out you can hardly appreciate the value of this freedom from rust.

The Washington is a big type, rapid grower, high yielder and of extraordinary quality. I consider it entirely out of the class of the old varieties.

Per Packet 25c

Oz. 45c

$\frac{1}{4}$ pound \$1.40

Pound \$5.00

Referendum Peas

Maybe I ought to call this a novelty. Our experience with it has not been sufficient to really make any very definite promises. But I feel satisfied that among all the many varieties that we have ever had in our test gardens there has never been one that came up to it in quality.

It matures along with the Nott's Excelsior, Little Marvel and that class, stands about the same height and probably yields equally well or better. The size of the pod I should say would average better than the Marvel, with seven to nine peas in each, that is, in our climate. Very likely it would do much better under Montana conditions.

I am very anxious to have this tried out as extensively as possible this season as I am expecting great things of it in the near future.

Last year I sent out a large number of small samples and in every case, where we have a report, the Referendum seems to be a great favorite. Market growers report that it made a splendid appearance when picked, and stood up well.

The seed is produced here at Albert Lea and so do not expect it to compare with the western grown seed in appearance.

SOLD OUT

Arrange Now for 1924 Seed

Early Wonder Beet

This is just an A No. 1 market growers' beet. It is early and better still excels in quality. The customers will be delighted with its rich dark red color, smooth glossy skin and comparative freedom from roots.

I have found that there is so much inferior beet seed put onto the market that a pure, well selected strain is appreciated by the gardener more than in almost any other vegetable.

Per Pkt.	Per Oz.	Per $\frac{1}{4}$ lb	Per lb.
.10	.20	.45	\$1.25

Extra Early Osage Melon

This is a new selection of Osage put out 2 years ago by Rice. It certainly surpasses the standard type and is much more uniform. In the North its earliness is particularly appreciated.

Altho the Rocky Ford types of cantaloupe seem to sell pretty well on the markets when shipped up from the South, I find that they are very difficult to sell when put in competition with the Osage. The slight underlying of yellow which shows thru the netting on the Osage seems to indicate to the customers that the melon is ripe and probably is largely responsible for its preference on the markets.

Per Pkt.	Per Oz.	Per $\frac{1}{4}$ lb	Per lb.
.10	.20	.50	\$1.50

"Kitchenette" Squash

(See Cut on Cover Page)

The small convenient size of the "Table Queen" squash, the delightful flavor of the "Delicious", the rich attractive appearance, keeping quality and yield of the old "Hubbard"—are all combined and actually excelled in this remarkable new introduction, the "Kitchenette".

More than this, seven years of inbreeding has given it a uniformity which can be found in no squash now offered to market growers.

Seven years ago the Vegetable Gardening Section of the University of Minnesota, selected a small hubbard which seemed an ideal type for market. By continuous inbreeding thru hand pollination they have succeeded in establishing every desirable characteristic. Prof. W. T. Tapley, who is at the head of this section of the Horticulture Department, and Prof. John Bushnell, who carried on this particular experiment, deserve a great amount of credit for this extremely valuable variety, which they produced.

In size the "Kitchenette" runs evenly 5 to 7 pounds. Just right for the average family. In contrast to any variety on the market, each squash resembles almost precisely every other one, not only in size but every other way.

The continuous inbreeding not only has developed this remarkable uniformity but seems to have given the variety particular vigor, its yields comparing favorably with the heaviest cropping hubbards.

The "Kitchenette" can be depended upon to ripen within about six weeks of blossoming. This insures a completely ripened crop at almost any point within the United States and even parts of Canada.

Probably because of this complete maturity, they may be kept very nearly as easily as potatoes. We have kept them stored in a large pile on the floor of an ordinary basement, and even under these conditions—had no trouble keeping them safely into the Spring. As they keep, the quality, which is splendid even early in the Fall, becomes superb. They cook up mealy and dry, with a delicious nutty flavor.

The housewife has no trouble to cut the shell which is only about one-eighth inch in thickness—about one-half that of the old hubbards. The meaty portion is thick and well colored.

No home gardener and above all, no market grower should be without the "Kitchenette".

Ounce 50c; $\frac{1}{4}$ lb. \$1.50; Pound \$4.50

"Pickaninny" Corn

Here's a little corn standing around two feet high—with ears as many inches from the ground—which in spite of its color is going to take the markets everywhere by storm.

I say in spite of its color because we all know that in competition with white or yellow corn a variety which shows some bluish kernels will not sell readily on the market, no matter how superfine the quality may be.

But Pickaninny, ripening as it does nearly a week earlier than any known white or yellow (either sweet or flint) does not come into competition with them on the market.

Pickaninny is so new that the Dominion Experimental Farms, of Manitoba, which are responsible for its origination, have not finished the work of selection and on this account it often shows a tendency to revert to its parental types. But it seemed to me that every gardener as far as possible should be given the opportunity to try out this remarkable little corn.

You will be particularly delighted with its rich quality. With the possible exception of the Bantam I know of no corn in the early class which compares with it.

Last summer we had a small patch of Pickaninny from which we were planning to collect our seed supply. Naturally we valued it very highly. You may imagine our consternation when we discovered that only a day or two before we planned to gather the seed, the gophers had discovered the treat and had cleaned it up to a kernel. It is because of this mishap that I failed to secure a satisfactory photograph from which to make an illustration.

The seed we offer was grown in Manitoba on one of the Dominion Farms. Since we were only able to secure a small quantity of seed to distribute, I would suggest that you make sure of at least a trial as soon as possible.

\$1.00 per pound; 5 pounds \$4.00.

Special Conditional Sale

of

“Kitchenette Hubbard Squash”

“Pickaninny Sweet Corn”

“North Dakota Earliana”

It is hereby mutually agreed between the Wedge Seeds and purchaser of any seed of the “North Dakota” Earliana tomato, “Pickaninny” Sweet Corn, or “Kitchenette” Hubbard Squash that if at the end of the season the purchaser is not in every way satisfied with the results secured—The Entire Purchase Price will be refunded immediately upon request made on or before November 1st, 1924.

WEDGE SEEDS

Albert Lea, Minn.